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AUGUST 26, 1992

RESTAURANTS & INSTITUTIONS

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Lunch Crunch!

REVVING UP MIDDAY SALES

BEST LUNCH FOODS

CARRYOUT AND CATERING TIPS

WINNING RECIPES

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VOL. 102, NO. 20

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SMART SCHOOLS

The country's hospitality and culinary schools diversify programs and offer more disciplines to attract students. Plus: Management shakeup at University of Houston and a swinging new program at Penn State. 12

ETHNIC MENU NEWS

Anaheim, Calif.-based Ole Green Burrito adds marinated-chicken tacos, burritos and tostadas to the menu. Ho Lee Chow adds kids' selections and rearranges its menu, giving customers more information about China in the process. 22

CHICKEN HOLDS COURT

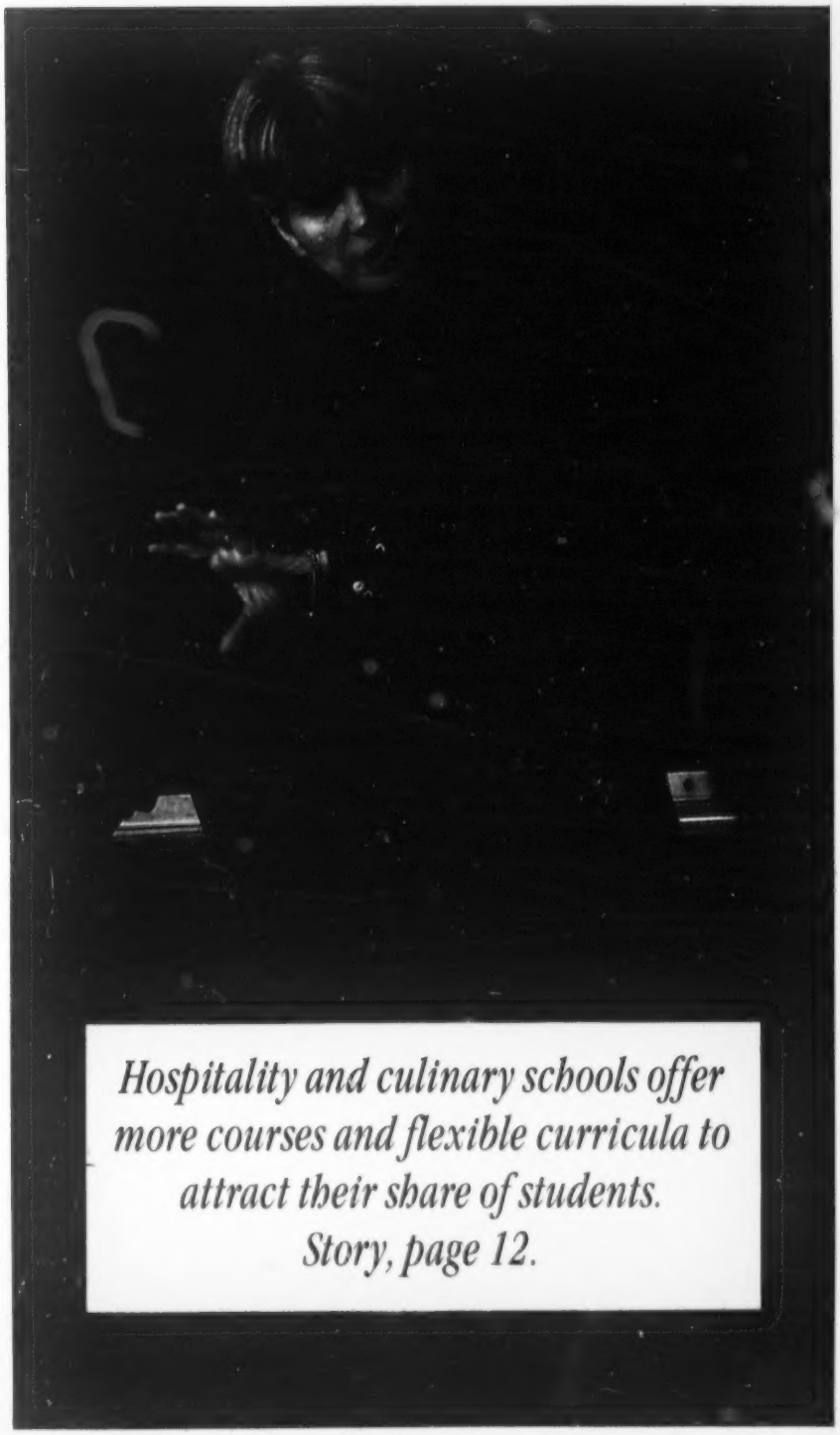
The new CARLSONREPORT shows chicken grabbing the biggest share of food-court sales, with overall food-court sales increasing 24% over last year. 22

HELLO, RUBY TUESDAY

Morrison plans to turn up the volume on Ruby Tuesday, its formerly quiet 165-unit chain. In the works: New marketing plans, aggressive expansion out of the South, new menu items such as fajita pizza and new entree salads, plus a corporate restructuring. 27

SHAKEUP AT S&A

S&A President Donald Slater, Chief Financial Officer Robert Svehlak, Research and Development and Purchasing Vice President Andrew Revella and Steak & Ale Senior Vice President J. Camp Fitch were fired from the Dallas-based chain in July. Policy disagreements with parent Metromedia or wrongdoing on the part of the executives? Charles Bernstein reports. 30



Hospitality and culinary schools offer more courses and flexible curricula to attract their share of students.
Story, page 12.

Fajitas De Pollo burritos, tostadas and tacos are new at The Green Burrito.

Green Burrito Expands Menu

Anaheim, Calif.-based The Green Burrito added three new Fajitas De Pollo menu items in mid-June. All are made with marinated chicken and include a soft taco for $1.29, a burrito for $2.69 and a tostada, $2.99.

"Our goal was to develop a chicken item with a unique taste," says Ruben Rodriguez, chairman of the 50-unit chain.

To achieve that unique taste, the chicken is marinated in a blend of Southwestern herbs and spices, which The Green Burrito would not reveal.

The Fajitas De Pollo soft taco and burrito are warm flour tortillas filled with the specially seasoned chicken, grilled onions, bell peppers, lettuce, tomatoes and both Monterey Jack and Cheddar cheeses. The tostada is a crisp tortilla bowl filled with chicken, beans, lettuce, guacamole, sour cream and both cheeses. It is served with tomatoes, onions and chunky salsa. Patrons may request hot sauce.

—**Brenda McCarthy**

Ho Lee Chow Redesigns Menu

Chinese chain Ho Lee Chow, Ann Arbor, Mich., has redesigned its menu for the second time in 1992. The results are a more organized entree selection, an added kids' menu and an educational portion of the menu that tells customers about different Chinese regional cuisines and the endangered panda bear.

"We're trying to give our customers a chance to be educated about Chinese cuisine and our logo, the giant panda," says Diane Bareis, spokeswoman for the six-unit chain.

The new Kid's Corner menu section offers mini egg rolls, chicken nuggets, a kids' combo and curly fries.

"We offer the fries to keep kids happy," says Bareis, who adds that the fries are served with either ranch dressing or Soo Guy, a mild Oriental dipping sauce.

The adult-portion entrees were reorganized under headings such as chicken, pork, vegetables and beef, rather than under regional headings such as Henan or Szechwan.

The menu also features a short glossary of Oriental-cuisine terms. —**B.M.**

CHICKEN GRABS LARGEST SHARE OF FOOD-COURT DOLLAR

Fast-food sales at shopping-center food courts increased 24% over 1991, with chicken seizing most of the food-court dollar, says the 1992 CARLSONREPORT. Even when adjusted for inflation (20.8%), the 1992 figure reflects record gains contrasting with last year's 4.5% sales slump.

Chicken's 10.71-cent share of the food-court dollar was nearly double the average share of 5.9 cents, though it reflected a 4% drop from last year. In terms of average unit sales dollars, however, chicken came out on top again with $631,510, a 26% increase.

Hot dogs saw the biggest increase in food-court dollar share—44%—even with a below-average share of 5.16 cents. Sandwiches also posted big gains in dollar share with a healthy 8.22 cents, creating a 39% gain over last year.

The biggest losers in the race for the food-court dollar were yogurt and pizza, both down by 29%. It is an especially sharp dive for yogurt, which just last year recorded the fourth-highest sales volume among the 16 food-court vendor categories surveyed. Yogurt's dollar share (3.47 cents) was below average, but pizza managed to remain one of the five menu segments that held a better than average share (7.11 cents).

Hamburgers, with a share of 9.62 cents, and sandwiches' 8.22 cents joined Mexican, 6.07 cents, to round out the top five. This year's survey covered 17 menu categories made up of 928 total units. —**B.M.**

WHERE THE FOOD-COURT DOLLAR WAS SPENT IN 1992

Category	No. of units	1992 share	% change
Chicken	45	10.71¢	-4%
Hamburgers	82	9.62	18
Other	89	8.76	28
Sandwiches	122	8.22	39
Pizza	101	7.11	-29
Mexican	68	6.07	-26
Chinese	87	5.81	14
Seafood	23	5.61	-3
Pastry/croissant	25	5.44	-17
Hot dogs	91	5.16	44
Other Oriental	12	4.45	NA
Barbecue	15	4.28	9
Cookies	26	4.02	-18
Potatoes	30	3.91	-5
Ice cream	40	3.74	-12
Greek	29	3.62	-28
Yogurt	43	3.47	-29

Source: 1992 CARLSONREPORT/Contemation Systems

NATIONAL CHICKEN MONTH

The National Chicken Month promotion kit includes merchandising materials, such as tent cards, place mats, colorful badges, mobiles, caps and aprons, log sheets and camera-ready art to help operators promote chicken in September and year-round. ***National Broiler Council.*** **360**

400 SOFT SERVE MACHINE

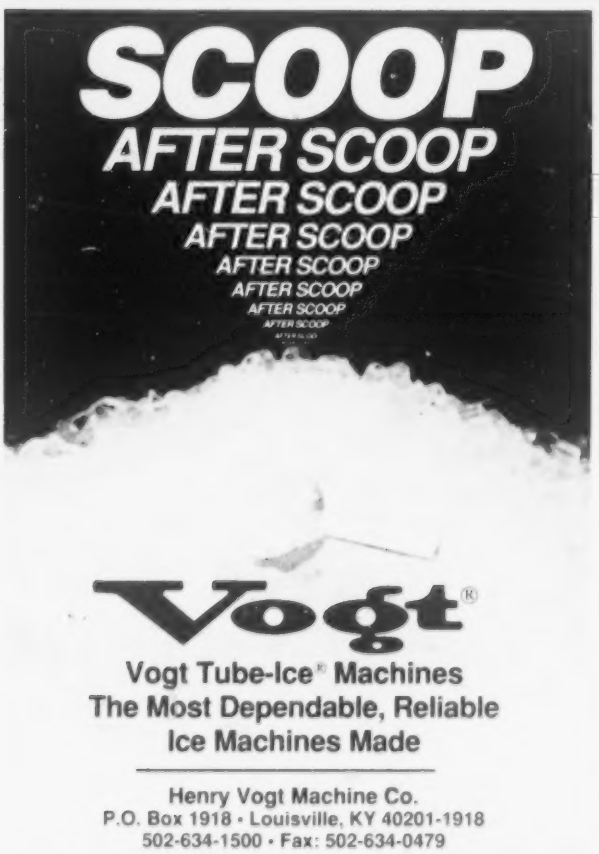
Model CS II countertop unit dispenses soft-serve desserts as twist cones or 2 separate flavors. Standard features include mix-level indicators, self-closing spigots and night switches. ***Electro Freeze Div., H.C. Duke & Sons Inc.***

361 NUTS

The buttery flavor of popular macadamia nuts lends an exotic appeal to ordinary salads, appetizers, entrees and desserts. ***Blue Diamond Growers.***

362 SWEETENER

Serve Sweet 'N Low® sugar substitute in portion packs with hot and cold beverages such as iced tea. (800) 832-4968. ***Sugar Foods Corporation.***



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363 COLA

Caffeine-free regular and diet colas are now available in 8-oz. cans. According to the manufacturer, all the flavors are low in sodium, making them suitable for restricted diets. ***Shasta Beverages.***

364 DATING AND CODING SYSTEMS

DayMark introduces new dating and coding systems that are designed to improve foodservice operations' inventory rotation, minimize spoilage and reduce losses. (800) 847-0101. ***DayMark.***

365 SEASONING

Wright's® Hickory Seasoning boosts the barbecue taste in beef, pork, chicken or fish, according to the manufacturer. Product is formed by a process in which the vapor from burning fresh-cut hickory hardwood chips is condensed, purified, aged, blended and bottled. (800) 852-9393. ***Nabisco Foods Group.***

366 BROILER

The Turbo Broiler™ utilizes an innovative radiant and baffle design, which produces up to 150F more heat, according to the manufacturer. The unique radiants allow the unit to heat up in 5 minutes. The broiler's construction includes cast-iron burners and top grates, noncorrosive finish and insulated body. Other features include a removable stainless-steel splash guard, and stainless steel front panel, nosing and side panels. ***Rankin-Delux Inc.***

367 WASTE BAGS

TUFFW-HD waste bags are ideal for heavy or wet trash with puncture resistance and proven strength. The bags feature multi-layered seals that guard against leaks, according to the manufacturer. Individually folded for convenience, the bags are available in a full range of weights and sizes. (800) 241-3888. ***Mobil Chemical Co.***

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